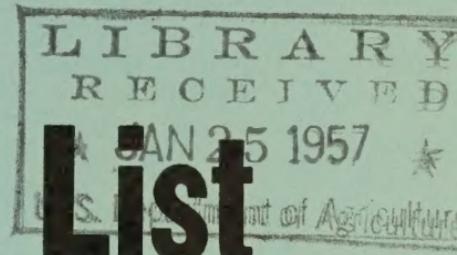


Heberle Nursery Co.

Telephone—BUTler 8-2563



Price List

1957



We Have Served the Fruit
Growers for Over 40 Years



*Remember you can pay more, but you can't buy
better trees*

OUR GUARANTEE

We guarantee to deliver well grown trees and plants, which, if properly handled and planted, will grow. However, if, due to unfavorable weather, such as drought, excess rainfall, or other conditions over which we have no control, they fail to grow, we will replace at half price the following season—you to notify us not later than July 15th.

Please send your want list for Shade
Trees, Shrubs, Roses and Evergreens

Heberle Nursery Co.

478 Browncroft Blvd. Rochester 10, N.Y.

Heberle Nursery Co.

PRICES TO FRUIT GROWERS

Plan to Plant Your Next Orchard With True-To-Name Trees
Growing Fruit Trees Is Our Specialty

300 TREES OR MORE 1000 RATE

APPLES

STANDARD	25-49	50-99	100	1000
2 Yr. Large—5-6 ft.....	\$1.75	\$1.35	\$1.00	\$.95
2 Yr. Medium—4-5 ft.....	1.30	1.10	.95	.85
2 Yr. Small—3-4 ft.....	1.10	.85	.80	.70
1 Yr. Large—3 ft. & up....	1.30	1.10	.95	.85

CHERRIES—Sweet

	25-49	50-99	100	1000
2 Yr. Large—5-6 ft.....	\$2.00	\$1.50	\$1.35	Write
2 Yr. Medium—4-5 ft.....	1.65	1.35	1.25	for
2 Yr. Small—3-4 ft.....	1.40	1.15	1.00	Prices
1 Yr. Large—3 ft. & up....	1.65	1.35	1.25	

Mazzard Root 10c Extra

PEARS

STANDARD	25-49	50-99	100	1000
2 Yr. Large—5-6 ft.....	\$1.75	\$1.35	\$1.00	\$.95
2 Yr. Medium—4-5 ft.....	1.30	1.10	.95	.85
2 Yr. Small—3-4 ft.....	1.10	.85	.80	.70
1 Yr. Large—3 ft. & up....	1.30	1.10	.95	.85

PLUMS

	25-49	50-99	100	1000
2 Yr. Large—5-6 ft.....	\$1.75	\$1.35	\$1.10	\$1.00
2 Yr. Medium—4-5 ft.....	1.30	1.15	1.00	.95
2 Yr. Small—3-4 ft.....	1.10	1.05	.90	.80
1 Yr. Large—3 ft. & up....	1.30	1.15	1.05	.95

CHERRIES—Sour

	25-49	50-99	100	1000
2 Yr. Large—4-5 ft.....	\$1.75	\$1.35	\$1.10	\$1.00
2 Yr. Medium—3-4 ft.....	1.30	1.15	.95	.90
2 Yr. Small—2½-3 ft.....	1.10	1.05	.75	.70
1 Yr. Large—11/16.....	1.75	1.35	1.10	1.00
1 Yr. Large—9/16.....	1.30	1.15	.95	.90
1 Yr. Medium—7/16.....	1.10	1.05	.85	.80
1 Yr. Small—5/16.....	.80	.70	.65	.60

PEACHES

	25-49	50-99	100	1000
1 Yr. Extra Size—5-6 ft.....	\$1.45	\$1.20	\$1.00	\$.85
1 Yr. Large—4-5 ft.....	1.10	1.00	.85	.80
1 Yr. Medium—3-4 ft.....	.85	.80	.70	.65
1 Yr. Small—2-3 ft.....	.75	.70	.55	.50

APRICOT

One year 9/16.....	\$2.00	\$1.75
--------------------	--------	--------

QUINCES

Two year 1/2".....	\$2.00	\$1.75
--------------------	--------	--------

DWARF TREES—Apple & Pear

25 Each	50 Each	100 Each
\$2.00	\$1.75	\$1.50

It is **YOUR GUARANTEE** of Sturdy, Healthy, True-to-Name, Home-Grown Fruit Trees

We Deliver By Truck to Your Door—**NO CHARGE.**
(Size of order permitting)

We make a specialty of growing certain strains or special varieties for our customers at no extra charge
Our agent will be glad to call on you, if you so desire. Just write to

HEBERLE NURSERY CO.

478 Browncroft Blvd.

Rochester 10, New York

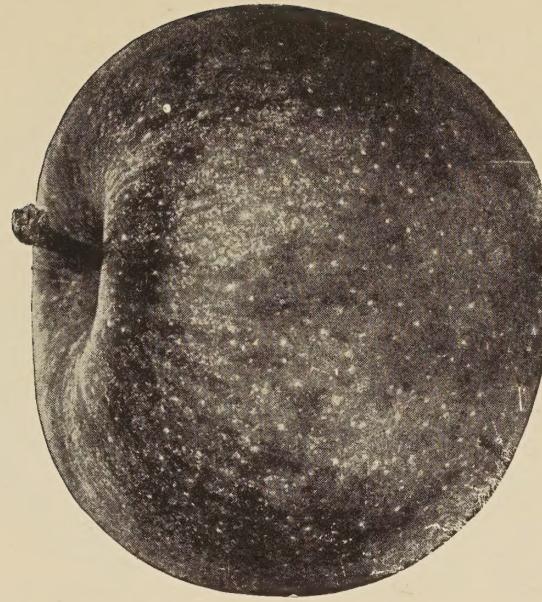
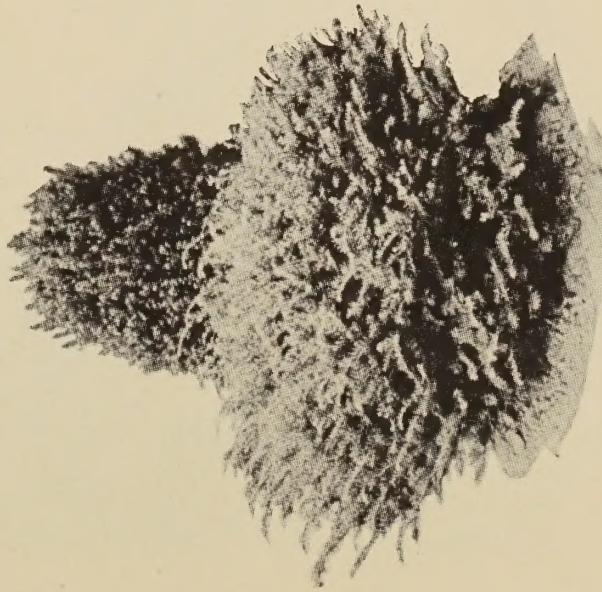
TELEPHONE BUTLER 8-2563

Price List continued on next page

HEBERLE NURSERY COMPANY

ROCHESTER 10, NEW YORK

Founders of the Rochester Peach



SPREADING AND UPRIGHT YEWS

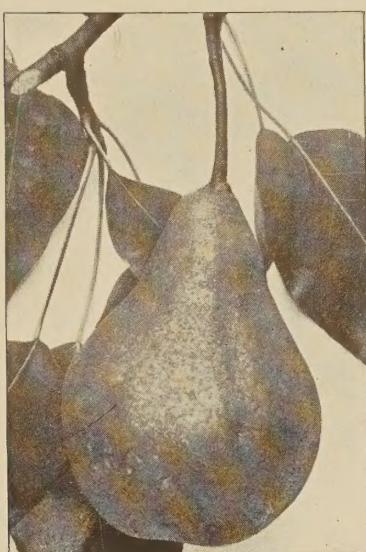
CORTLAND

PLAN TO PLANT
YOUR NEXT
ORCHARD WITH

TRUE-TO-NAME TREES FROM HEBERLE

HEBERLE'S Choice Pears and Cherries

PEARS

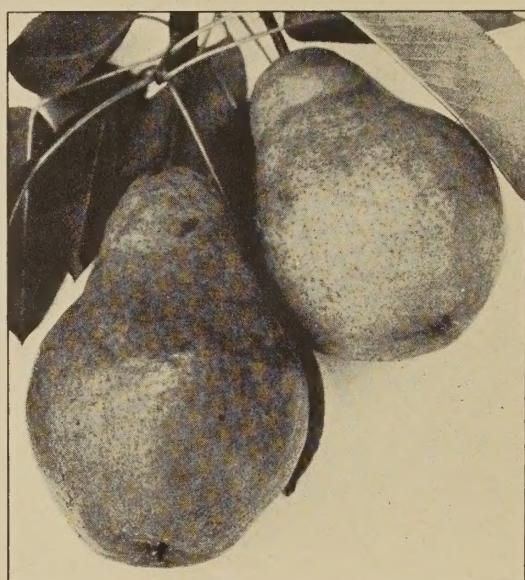


SECKEL PEARS

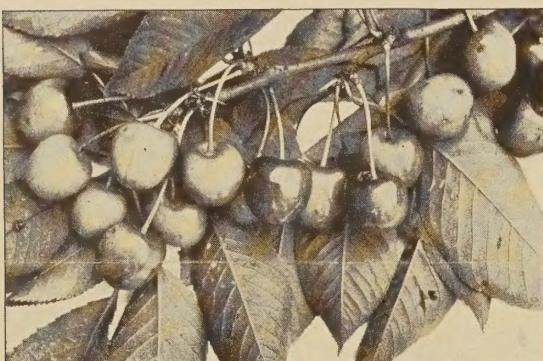
Bartlett
Clapp's Favorite
Seckel
Kieffer
Beurre Bosc

BARTLETT

Most popular pear for orchard planters and home use. Fruit large and yellow with a reddish blush on the sunny side.



BARTLETT PEARS



MONTMORENCY CHERRY

CHERRIES

SWEET CHERRIES

Napoleon (White Oxheart).

Windsor. Dark red, very productive, ripens in July.

Schmidts. Large black, delicious to eat, good shipper, ripens around July 10th.



BLACK TARTARIAN CHERRY

MONTMORENCY

This variety is without question the best sour cherry grown for commercial and home use, dark red, tender and juicy.



DWARF APPLE TREES

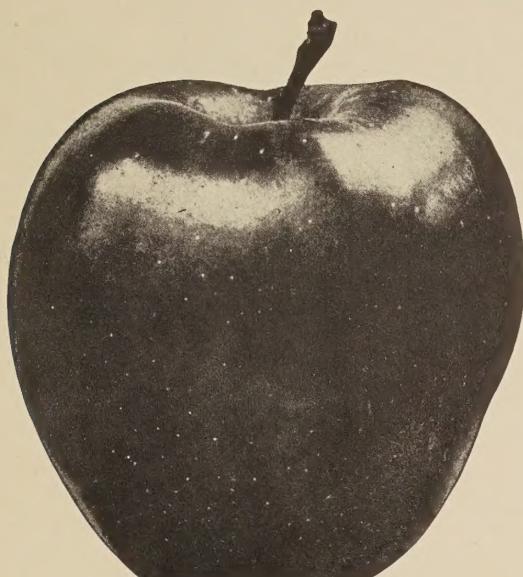
All Leading Varieties

Real space savers but produce full sized fruits. Bear large crops and last a lifetime.

HOW TO FIGURE NUMBER OF PLANTS NEEDED PER ACRE

How to Figure Number of Plants Needed per Acre—Multiply the distance apart by the width of row. This result divided into 43,560 square feet per acre will give you the number of plants needed.

HEBERLE'S Selection of Profitable Apple Trees



DELICIOUS

DOUBLE RED DELICIOUS

A large, dark red apple, excellent quality, good keeper, and good shipper.

SUMMER VARIETIES

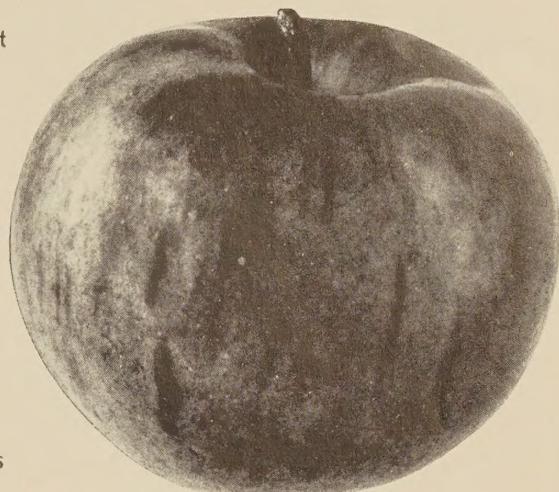
Early McIntosh Yellow Transparent
Red Astrachan

AUTUMN VARIETIES

Milton Wealthy

WINTER VARIETIES

Northern Spy	McIntosh Red	
Cortland	Red Delicious	
Baldwin	Yellow Delicious	
Stayman Winesap	Rome Beauty	
Monroe	R. I. Greening	Gallia Beauty



McINTOSH

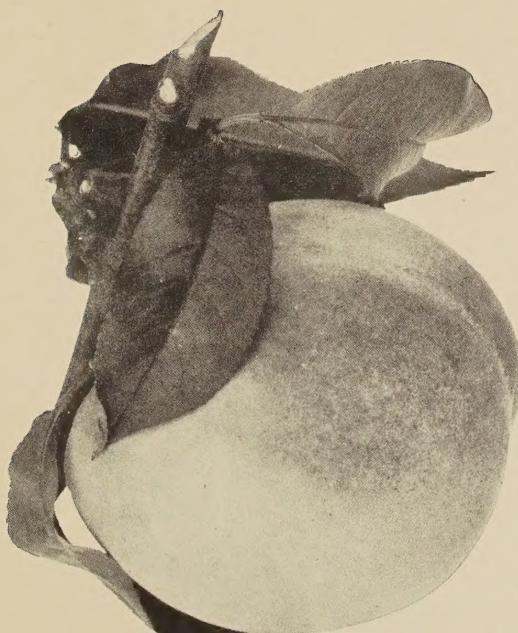
SOLID RED McINTOSH

Well-known as one of the leading commercial varieties in New York State and New England.

WE HAVE ALL OTHER LEADING VARIETIES NOT MENTIONED

HEBERLE NURSERY COMPANY

Founder of the Rochester Peach



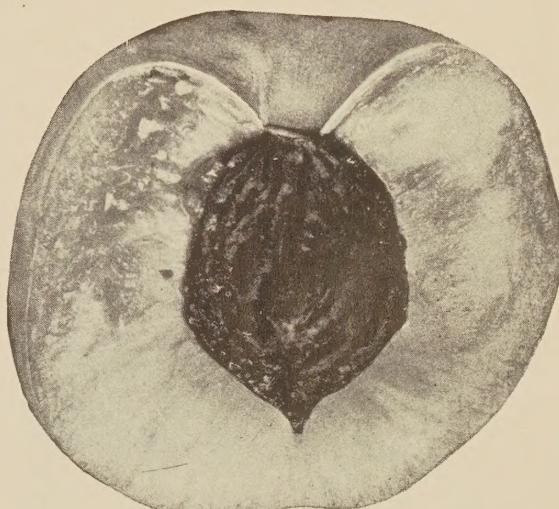
HALE HAVEN

HALE HAVEN

Cross between J. H. Hale and South Haven. Its high color permits early picking. Good shipper.

GOOD COMMERCIAL VARIETIES

Rochester	Hale Haven
Elberta	South Haven
Belle of Georgia	Red Haven
Jersey Land	Valiant
Early Elberta	J. H. Hale
Golden Jubilee	Sunhigh
	Summer Crest



ELBERTA

ROCHESTER

Yellow freestone and one of the finest grown. Combines the quality of Early Crawford with productiveness of Elberta, our choice of the finest canning peaches. Ripens mid-August.

HALE HAVEN

Cross between J. H. Hale and South Haven. Its high color permits early picking. Good shipper.

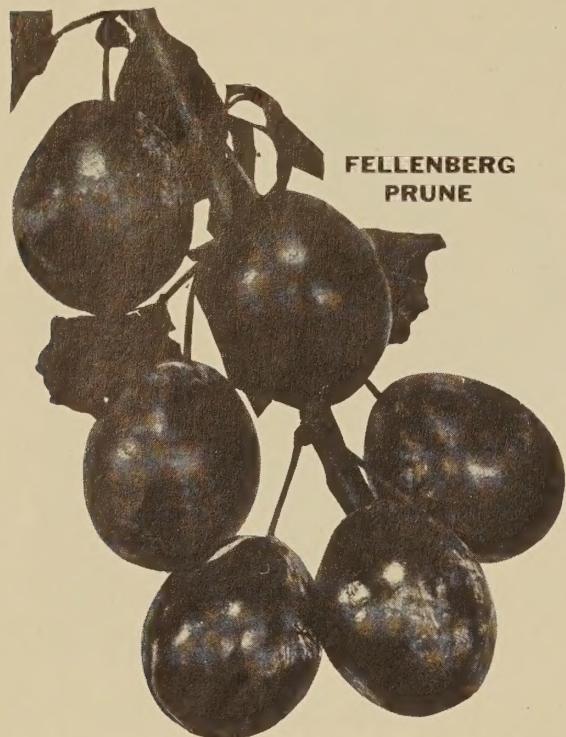
GOLDEN JUBILEE

Comparatively new but widely planted. A real money maker. Large yellow. Ideal for roadside market. (Aug. 20-25th.)

ELBERTA

The greatest commercial variety on the market and the biggest money maker for the commercial grower, ripens mid-September.

HEBERLE'S Selection of Plums and Small Fruits



FELLENBERG
PRUNE

PLUMS

STANLEY PRUNE

The Stanley is, perhaps, the most popular of all new varieties put together. Bears young and is very productive.

CURRANTS

RED LAKE Currant

The new giant red currant. The berries are large, dark red in color. It's a pleasure to pick them. Recommended by large growers for commercial planting.

WILDER Currant

Berries large, bright, attractive red. Hang on bushes well. Productive.



PERFECTION Currant

FELLENBERG PRUNE

Widely known and heavily planted by all growers. Ripens latter part of September.

Bradshaw. Large, dark violet red. September 5-10th.

Burbank. Very large, bright reddish purple. Aug. 25th to 30th.

Abundance. Very early, amber turning to rich bright cherry. Aug. 15-20th.

Sharp's Damson.

German Prune.



LATHAM RASPBERRIES

RASPBERRIES

Sodus. Purple.

Cumberland. Late black cap.

Latham. Red.

Newburgh. Bright red.

Taylor. Bright red.

Indian Summer. Ever-bearing red.

BLACKBERRIES

Eldorado. Berries large, jet black.

Alfred. A good producer, ripens ahead of Eldorado.

SILVER MAPLE

GRAPES

Concord. The leading commercial grape. Blue black in color. Hardy and very productive.

Niagara. Leading white, good quality.

Fredonia. Introduced by the N. Y. State Experimental Station.

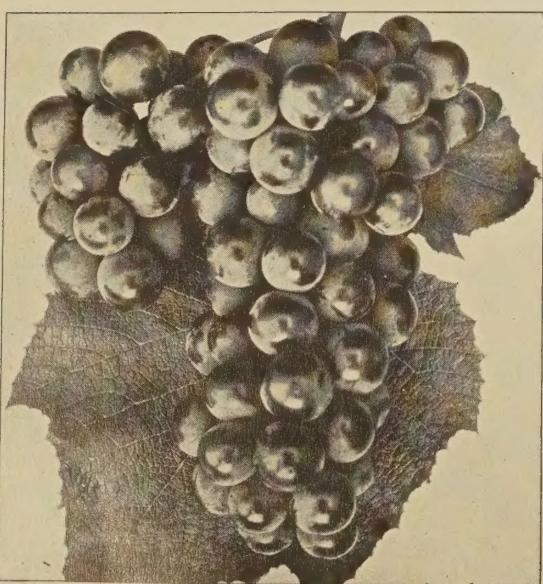
Worden. Seedling of Concord, bluish black.

ASPARAGUS

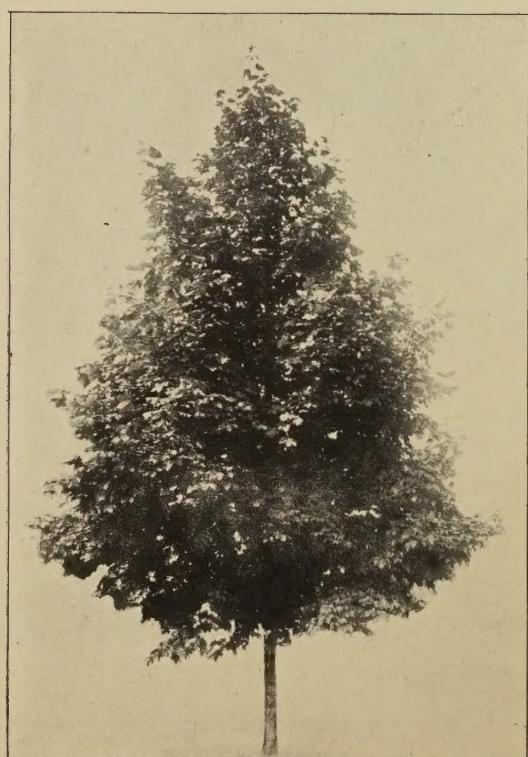
Mary Washington. The outstanding variety.

SILVER MAPLE

See our price list for common shrubs and shade trees.



CONCORD GRAPE



CURRANTS

	100	1000
Two year No. 1	\$16.00	\$150.00
One year No. 1	14.00	120.00

GRAPES

	10	100	1000
Two year No. 1	\$3.50	\$29.00	\$130.00
One year No. 1	3.00	20.00	120.00
Caco (Red)		Portland (White)	
Freドonia (Black)		Concord (Blue)	
Niagara (White)		Delaware (Red)	
Van Buren (Black)		\$35.00	\$200.00
		each	10
Golden Muscat		\$1.00	\$7.50
Concord Seedless		1.00	7.50

BLACK RASPBERRIES

Cumberland, Logan and Morrison

No. 1 Transplants	\$140.00 per M
No. 1 Tips	70.00 per M

RED RASPBERRIES

Latham and Indian Summer

1 Year Suckers	\$85.00 per M
----------------	---------------

PURPLE RASPBERRIES

Columbian and Sodus

No. 1 Tips	\$85.00 per M
------------	---------------

BLACKBERRIES

Alfred, Blowers and Ildorado

No. 1 R. C.	\$70.00 per M
-------------	---------------

ASPARAGUS

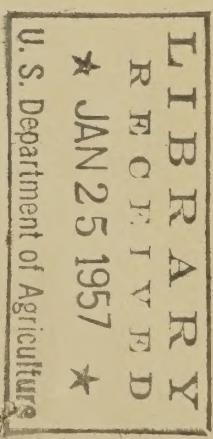
Two Year	\$30.00 per M
One Year	25.00 per M

EVERGREENS

		each	10 or more
Taxus, Spreading	2/2½"	\$6.00	\$5.50
	18/24"	5.00	4.50
	15/18"	3.50	3.00
Taxus, Upright	2/2½"	7.00	6.50
	18/24"	6.00	5.50
Hemlock	2/2½"	4.00	3.50
	18/24"	3.50	3.00
Juniper, Pfitzeranna	2/2½"	5.00	4.50
	18/24"	4.50	4.00
Pine, Muhgo	18/24"	4.00	3.50
	15/18"	3.50	3.00
Arbor Vitae, American	3/3½"	4.00	3.50
	2/3'	3.50	3.00
Arbor Vitae, Pyramidal	2/2½"	4.00	3.50
	18/24"	3.50	3.00
Norway Spruce	18/24"	1.75	1.25
	15/18"	1.50	1.00

HEBERLE NURSERY COMPANY

ROCHESTER 10, NEW YORK



We specialize in growing fruit trees and sell direct to the planter. Every tree shipped from our nursery not only is guaranteed true-to-name but carries with it our personal supervision in every branch of the work.

Heberle Nursery Company

Arthur P. J. Heberle

REMEMBER THE NAME "HEBERLE" IT IS YOUR GUARANTEE
OF STURDY, HEALTHY, TRUE-TO-NAME FRUIT TREES